

AMENDMENTS TO THE CLAIMS

1. (Original) A method in a computing system for mediating among sellers in a multiple-seller marketplace, comprising:

for each of a plurality of sellers:

collecting buyer feedback data characterizing the level of satisfaction of buyers with the seller;

collecting seller performance data characterizing the prior performance of the seller for sales made through the marketplace; and

determining a numerical seller score for the seller based upon the collected buyer feedback and seller performance data;

for a selected item:

identifying sellers among the plurality (1) that are offering the selected item for sale, and (2) whose seller score exceeds a predetermined score threshold;

choosing as the featured seller of the selected item the identified seller that is offering the selected item at the lowest price;

receiving a request for information about the selected item;

in response to the received request, serving a web page containing information about the selected item and an ordering control for the selected item;

receiving an indication that the ordering control was activated; and

in response to receiving the indication that the ordering control was activated, effecting ordering of the selected item from the featured seller.

2. (Original) The method of claim 1, wherein, for the selected item, sellers are only identified whose availability level for the selected item exceeds a predetermined availability threshold.

3. (Original) A method in a computing system for responding to a request for information about an item, comprising:

receiving a request for information about the item;

among a plurality of sellers, identifying those (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

selecting as the featured seller of the item the identified seller that is offering the selected item at the lowest price; and

replying to the request for information with a web page containing both (1) information describing the item, and (2) a control that can be activated to order the item from the featured seller.

4. (Original) The method of claim 3 wherein the identifying and selecting is performed before the receiving.

5. (Original) The method of claim 3 wherein the identifying and selecting is performed periodically, and the most recently selected featured seller is used in replying to each of a plurality of received requests.

6. (Original) The method of claim 3 wherein the identifying and selecting is performed after the receiving.

7. (Original) A computing system for responding to a request for information about an item, comprising:

a receiving subsystem that receives a request for information about the item;

an identification subsystem that identifies, among a plurality of sellers, those (1) that are offering the item for sale, (2) whose availability level for the selected item

- exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;
- a selection subsystem that selects as the featured seller of the item the identified seller that is offering the selected item at the lowest price; and
- a reply subsystem that replies to the request for information with a web page containing both (1) information describing the item, and (2) a control that can be activated to order the item from the featured seller.
8. (Original) One or more generated data signals collectively conveying a page definition data structure, comprising:
- content specifying the display of information describing a selected item; and
- content specifying the display of a control that may be activated to order the selected item from a distinguished one of a plurality of sellers, the distinguished seller being selected by offering the selected item for sale at the lowest price among those sellers of the plurality (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) having a seller score that exceeds a predetermined score threshold.
9. (Original) The generated data signals of claim 8 wherein the data structure further comprises contents specifying the display of the control that may be activated to display ordering controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller.
10. (Original) The generated data signals of claim 9 wherein the data structure further contains contents specifying the display of one or more secondary controls that may be activated to order the selected item from a different one of the plurality of sellers

other than the distinguished seller, wherein the control for the distinguished seller is displayed more prominently than the secondary controls.

11. (Original) The generated data signals of claim 8 wherein the data structure is a web page.

12-32. (Canceled)